

**What is Claimed:**

1. A hot melt pressure sensitive adhesive comprising:
  - (a) about 10 to about 50% by weight of at least one polymer;
  - (b) about 5 to about 50% by weight of isoparaffinic oil; and
  - (c) about 30 to about 65% by weight of at least one tackifying resin.
2. The hot melt pressure sensitive adhesive of claim 1 further comprising up to about 2.0% by weight of at least one stabilizer.
3. The hot melt pressure sensitive adhesive of claim 2 further comprising up to about 10% by weight of at least one filler or wax.
4. The hot melt pressure sensitive adhesive of Claim 1 additionally comprising at least one additional oil, said oil being a naphthenic oil, a paraffinic oil, a phthalate or adipate ester, an oligomer of polypropylene, a polybutene, a polyisoprene, a hydrogenated polyisoprene or polybutadiene, a benzoate ester, a vegetable oil or an animal oil.
5. The hot melt pressure sensitive adhesive of claim 3 wherein said wax is a paraffin wax, a microcrystalline wax, a Fischer-Tropsch wax, a polyethylene wax, an ethylene vinyl acetate wax, an oxidized polyethylene wax, a hydrogenated castor oil wax, or mixtures thereof.
6. The hot melt pressure sensitive adhesive of claim 1 wherein said isoparaffinic oil has a Cp value of greater than about 75%, a flash point of greater than 240 °C, and a pour point of less than about -15 °C.
7. The hot melt pressure sensitive adhesive of claim 1 wherein said tackifying resin comprises at least one of aliphatic petroleum resins or the hydrogenated derivatives thereof, aromatic petroleum resins or the hydrogenated derivatives thereof, aliphatic/aromatic petroleum resins or the hydrogenated derivatives thereof, hydrocarbon resins, styrene resins, alpha-methyl styrene resins, polyterpene resins, copolymers and terpolymers of natural

terpene resins, pentaerythritol esters of wood, gum, and tall-oil rosins, glycerol esters of wood, gum, and tall-oil rosins, or mixed esters of rosins.

8. The hot melt pressure sensitive adhesive of claim 2 wherein the stabilizer is an antioxidant.
9. The hot melt pressure sensitive adhesive of claim 8 wherein the antioxidant is a hindered phenol or a phosphite.
10. The hot melt pressure sensitive adhesive of claim 1 wherein said isoparaffinic oil has a Chemical Abstracts number of 72623-87-1.
11. A hot melt construction adhesive comprising:
  - (a) about 5 to about 20 % by weight of a linear styrene-butadiene A-B-A-B-A multi-block copolymer containing at least about 25 weight percent styrene;
  - (b) about 5 to about 20 % by weight of a linear styrene-isoprene A-B-A tri-block copolymer containing at least about 25 percent by weight of styrene;
  - (c) about 40 to about 65 % by weight of at least one tackifying resin;
  - (d) about 10 to about 30 % by weight of isoparaffinic oil;
  - (e) up to about 10 % by weight of at least one wax; and
  - (f) up to about 2.0 % by weight of at least one stabilizer;said adhesive having a viscosity no greater than about 6,000 mPa·s at about 140°C, a shear adhesion failure temperature of at least about 65°C, and a static shear time to failure of no less than about 25 hours at about 23°C.
12. A laminated object comprising a plurality of superposed layers, at least two of said layers being adhered together with a hot melt pressure sensitive adhesive comprising:
  - (a) about 10 to about 50% by weight of at least one polymer;
  - (b) about 5 to about 50 % by weight of isoparaffinic oil; and
  - (c) about 30 to about 65 % by weight of at least one tackifying resin.

13. An article of manufacture comprising a plurality of components, at least two of said components being adhered together with a hot melt pressure sensitive adhesive comprising:

- (a) about 10 to about 50 % by weight by weight of at least one polymer;
- (b) about 5 to about 50 % by weight of isoparaffinic oil; and
- (c) about 30 to about 65 % by weight by weight of at least one tackifying resin.

14. The article of manufacture of claim 13 wherein said article is a sanitary pad or panty liner and said adhesive comprises:

- a) 10 to 30 % by weight of at least one polymer, said polymer being at least one of SIS, SI, SBS, SB, SBR, SEP, SEPS, SEBS or terpolymer;
- b) 15 to 30 % by weight of at least one oil, said oil comprising at least one isoparaffinic oil;
- c) 35 to 55 % by weight of at least one tackifying resin;
- d) up to 1.0 % by weight of at least one stabilizer, said stabilizer being other than a TNPP stabilizer; and
- e) up to 3.0 % by weight of one or more of wax or pigment.

15. The article of manufacture of claim 13 wherein said article is a freezer tape and said adhesive comprises:

- a) 10 to 35 % by weight of at least one polymer, said polymer being at least one of SIS, SI, SBS, SB, SBR, SEP, SEPS, SEBS, terpolymer, EVA, EMA, EAA or EnBA;
- b) 15 to 30 % by weight of at least one oil, said oil comprising at least one isoparaffinic oil;
- c) 40 to 60 % by weight of at least one tackifying resin;
- d) up to 1.0 % by weight of at least one stabilizer, said stabilizer being other than a TNPP stabilizer; and
- e) up to 3.0 % by weight of a wax.

16. The article of manufacture of claim 13 wherein said article is a label suitable for use at low temperature and said adhesive comprises:

- a) 10 to 35 % by weight of at least one polymer, said polymer being at least one of SIS, SI, SBS, SB, SBR, SEP, SEPS, SEBS, terpolymer, EVA, EMA, EAA or EnBA;

- b) 15 to 30 % by weight of at least one oil, said oil comprising at least one isoparaffinic oil;
- c) 40 to 60 % by weight of at least one tackifying resin;
- d) up to 1.0 % by weight of at least one stabilizer, said stabilizer being other than a TNPP stabilizer; and
- e) up to 3.0 % by weight of a wax.

17. The article of manufacture of claim 13 wherein said article is a PET bottle, glass bottle, glass jar, or a polyolefin, polycarbonate, or polystyrene container and said adhesive comprises:

- a) 10 to 25 % by weight of at least one polymer, said polymer being at least one of SIS, SI, SBS, SB, SBR, SEP, SEPS, SEBS, terpolymer, EVA, EMA, EAA or EnBA;
- b) 20 to 35 % by weight of at least one oil, said oil comprising at least one isoparaffinic oil;
- c) 40 to 60 % by weight of at least one tackifying resin;
- d) up to 2.0 % by weight of at least one stabilizer, said stabilizer being other than a TNPP stabilizer; and
- e) up to 3.0 % by weight of one or more of wax or pigment.

18. The article of manufacture of claim 13 wherein said article is a self-sealing mailer, paper envelope, polybag or bank depository bag or envelope, requiring low temperature tamper resistance to -55 C, and said adhesive comprises:

- a) 18 to 35 % by weight of at least one polymer, said polymer being at least one of SIS, SI, SBS, SB, SBR, SEP, SEPS, SEBS, terpolymer, EVA, EMA, EAA or EnBA;
- b) 10 to 30 % by weight of at least one oil, said oil comprising at least one isoparaffinic oil;
- c) 30 to 55 % by weight of at least one tackifying resin;
- d) up to 2.0 % by weight of at least one stabilizer, said stabilizer being other than a TNPP stabilizer; and
- e) up to 3.0 % by weight of one or more of wax or pigment.

19. The article of manufacture of claim 13 wherein said article is a headliner, shoddy or carpet, mechanical assist or structural assist, wherein said adhesive comprises:

a) 35 to 55 % by weight of at least one polymer, said polymer being at least one of SIS, SI, SBS, SB, SBR, SEP, SEPS, SEBS, terpolymer, EVA, EMA, EAA or EnBA;

b) 3 to 15 % by weight of at least one oil, said oil comprising at least one isoparaffinic oil;

c) 40 to 60 % by weight of at least one tackifying resin;

d) up to 2.0 % by weight of at least one stabilizer, said stabilizer being other than a TNPP stabilizer; and

e) up to 10.0 % by weight of one or more of wax or pigment.

20. The article of manufacture of claim 13 wherein said article is an inserting or onserting advertisements or sample capable of being removed and repositioned in a magazine or a newspaper, a credit card attachment for mailers, or a repositionable paper or film labels for paper or stationary products and said adhesive comprises:

a) 20 to 40 % by weight of at least one polymer, said polymer being at least one of SIS, SI, SBS, SB, SBR, SEP, SEPS, SEBS, terpolymer, EVA, EMA, EAA or EnBA.

b) 30 to 55 % by weight of at least one oil, said oil comprising at least one isoparaffinic oil;

c) 10 to 40 % by weight of at least one tackifying resin, wherein said tackifying resin has a RBSP value greater than or equal to 80 C;

d) 0 to 20% by weight of at least one tackifier resin which has a RBSP between 0 °C and 80 °C;

e) up to 1.0 % by weight of at least one stabilizer, said stabilizer being other than a TNPP stabilizer; and

f) up to 5.0 % by weight of a wax.

21. The article of manufacture of claim 13 wherein said article is a UV resistant clear tape, decal or label and said adhesive comprises:

a) 20 to 40 % by weight of at least one polymer, said polymer being at least one of SIS, SI, SEP, SEPS, SEBS or terpolymer;

- b) 10 to 25 % by weight of at least one oil, said oil comprising at least one isoparaffinic oil;
- c) 40 to 60 % by weight of at least one fully hydrogenated tackifying resin;
- d) up to 2.0 % by weight of at least one stabilizer, said stabilizer being other than a TNPP stabilizer; and
- e) up to 3.0 % by weight of one or more of wax or pigment.

22. An article of manufacture comprising a plurality of components, at least two of said components being adhered together with a hot melt pressure sensitive adhesive comprising:

- (a) 20 to 60 % by weight of at least one amorphous PP, APAO, PE, or metallocene-catalyzed PE;
- (b) 20 to 50% by weight of at least one tackifying resin;
- (c) 5 to 30 % by weight of at least one oil, said oil comprising at least one isoparaffinic oil;
- (d) up to 2% by weight of at least one stabilizer, said stabilizer being other than TNPP; and
- (e) up to 20% by weight of one or more of wax or filler.